



Unaddressed Mail Online Bookings

On behalf of Members of Parliament, Political Parties, Election Candidates and Local Government.

A guide for Mail Houses, Printers and Agencies.

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Unaddressed Mail (UM) is a reliable and cost-effective way of connecting with Australians. Campaigns can be easily booked online to save time.

You can arrange UM bookings on behalf of Members of Parliament, Political Parties, Election Candidates and Local Government directly into our UM System. You just need them to register with UM Online by completing a form, and nominate you as their mailing agent. See page 2 for details.

This guide will help you use UM Online to book your campaigns, as well as provide information on how to prepare and lodge your mail.

Booking your campaign using UM Online speeds up the process and means you can:

- Access your booking confirmation and lodgement documentation straight away instead of waiting up to three days
- Cancel a booking directly (at least one business day prior to lodgement)
- See all your campaigns in one place.

Remember to always refer to the Unaddressed Mail service guide for detailed information about using this service. And please check the website for up-to-date information regarding delivery.



Australia Post

Unaddressed Mail Booking Tool Registration Form

Customer Details	
Name	
Street Address	
Suburb	
State	Postcode
Contact's First Name	Contact's Surname
Mobile Number	Office Number
Fax Number	
Email Address	
Australia Post Business Account Number	
Account Name	

Mailing Agent Details	
Business Name	
Street Address	
Suburb	
State	Postcode
Contact's First Name	Contact's Surname
Office Number	
Email Address	

I have the authority to act on behalf of the organisation named in the registration form. I acknowledge that I have read, understand and agree to the Unaddressed Mail Services Terms and Conditions available at: auspost.com.au/terms

Tick here

Mailing Agent Name _____ Signature _____ Date _____

Please email the completed form to ums@auspost.com.au and we will process your application.

In advance

You, and your client, must be registered to use the Unaddressed Mail Online Booking Tool.

To apply to become a registered user, please download the online **booking registration form** and email the completed form to **ums@auspost.com.au**

To make a booking on behalf of your client, you will need to ensure they have an Australia Post account, and that your company is registered on their profile, within the Unaddressed Mail online booking system, as an agent who can lodge mail on their behalf.

Your client can give you access to their profile and on their account

by entering your details on their **registration form**.

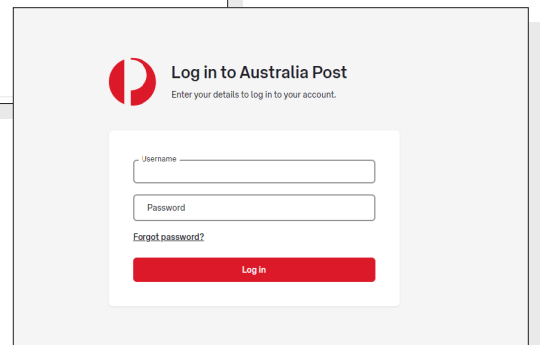
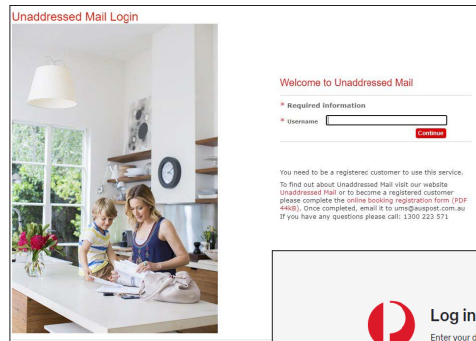
The mail must be lodged against the client's profile and on their account in order to qualify for the discounted political postage rate and to obtain delivery to "No Advertising Material" addresses.¹

Once you have been registered on your client's profile, your company's name will appear in the 'Customer name' drop down list within the booking tool.

Logging In

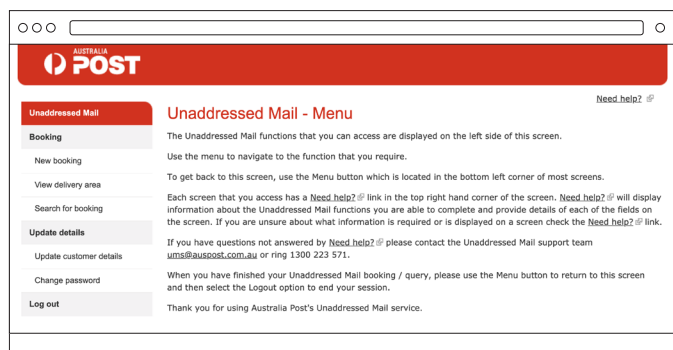
- Go to the **login page**.
- Enter your Username (you'll find it in your confirmation email).
- Another log in screen will appear.
- Enter your temporary password (also in your confirmation email).
- Make sure you always key in your password – do not copy and paste – as it can sometimes add an additional space.
 - You will be prompted to create a new password.

You're ready to go



Updating your details (if required)

- Select 'Update details' from the main menu.
 - Update your details.
 - Save your changes (you'll see confirmation).
 - Select 'Menu' to return to the main menu.



Making a booking

Enter your booking details

1

- Select 'New booking' from the main menu.
- Select 'Customer Name'.
- Enter publication name and article type.
- Enter your article dimensions (width and length) and the thickness and weight per 100 articles.
 - Refer to the Unaddressed Mail Sizing Guide if you require further assistance in calculating this information.
- Your company name will appear automatically as the Mailing Agent on the General Details page.

Please note: you can only submit one publication per electorate. If you have more than one publication to be distributed to the same area, you must create a separate booking for each item.

2

- Select lodgement office preference.
- If applicable, select 'Include no advertising material addresses'.¹ (This will include those addresses in your delivery numbers).
- Tick 'Yes' or 'No' to accept early delivery.²
- This option allows for earlier delivery if available at the time. Selecting 'Yes' does not guarantee an early delivery. For time-sensitive material, select 'No'.

3

- Indicate your shortfall or surplus instructions:
 - As per general terms and conditions.
 - Shortfall supplied – deliver at the discretion of Australia Post.
 - Surplus supplied – dispose at the discretion of Australia Post.
 - Surplus – pursuant to instructions agreed in writing with Australia Post (fees apply).
- Add any comments applicable to your booking.
- Select 'Next' to proceed to 'Delivery area details'.
- You'll now see your booking number on screen.

Proceed to next step

1 Article details

2 Mailing agent and delivery

3 Surplus & shortfall instructions

Making a booking *continued* ...

Enter your delivery details

1

- Enter your delivery state.
- Select your boundary type and delivery area, then click 'Add'.
 - You can only choose one electorate per booking, with multiple postcodes and localities under their respective bookings.³
- Under Boundary Type, you must indicate if this is a:
 - Custom
 - Locality
 - Postcode
 - State electorate
 - Federal electorate
 - Local government area.

2

- Enter your delivery date.
(It will show as blue).
 - This can't be any more than three months in advance.

February, 2023						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
5	29	30	31	1	2	3
6	5	6	7	8	9	10
7	12	13	14	15	16	17
8	19	20	21	22	23	24
9	26	27	28	1	2	3
10	5	6	7	8	9	10

20/02/2023 | Clean | Today

Please note that standard bookings need to be made 10 business days prior to the start of your delivery week. Your lodgement date will determine your delivery week.

To better manage the amount of Unaddressed Mail that Posties can deliver each week, there are capacity limits set per round.* These are indicated on the calendar:

- **Green** - full capacity of all rounds is available.
- **Amber** - most rounds are available but some are at capacity.
- **Red** - there is limited capacity with most rounds at full capacity.
- **Blue** - indicates your selected delivery date (start of the delivery week).

Further information on making bookings when some areas are at capacity can be found on pages 8–11.

* Please note that the capacity settings do not apply to bookings related to federal, state or local government elections, during election periods.

Using Campaign Targeter

- You may have previously mapped your campaign using Campaign Targeter. Mapping a campaign in Campaign Targeter allows for an area to be selected that is different to a confirmed electoral or local government area.
- Using Campaign Targeter will also provide you with a map of your electorate or local government area – this is not available within the online Unaddressed Mail booking system.
- After you have completed step 2 and entered your delivery date, follow the steps on page 5 'Making a booking using a .csv file' and when complete, go to page 6 and follow step 4.
- You do not need to indicate the address types for delivery. The file uploaded will indicate what has been targeted and will override any previously selected delivery options, e.g. Private, business, PO Boxes, etc.
- Select 'Calculate' before you view your mapped area.
- Sometimes the names of the postal rounds from Campaign Targeter don't correlate to the names of the actual area.

Making a booking *continued* ...

Enter your delivery details (continued)

Making a booking using a .csv file

To upload a custom booking file from Campaign Targeter follow steps 1–2 on page 3 under ‘Enter your booking details’, then do the following:

1

Select Boundary Type: Custom (for Campaign Targeter files) Locality or postcode (for other .csv files).

2

Select ‘Upload from file’.

3

Click ‘Add’.

4

Search for your downloaded .csv file.

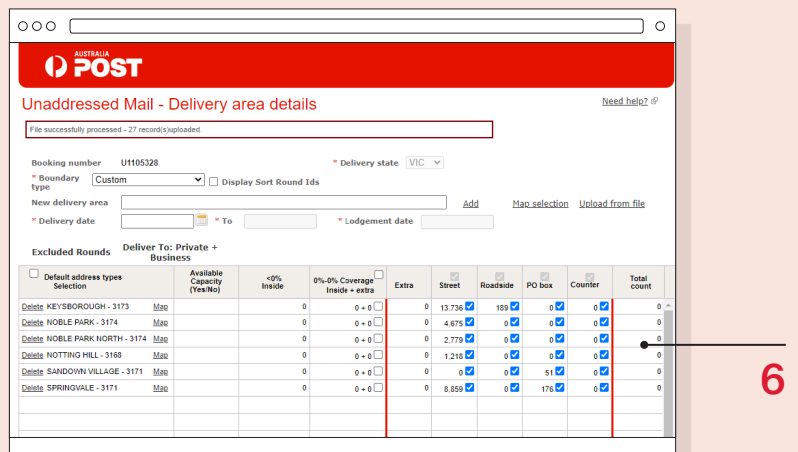
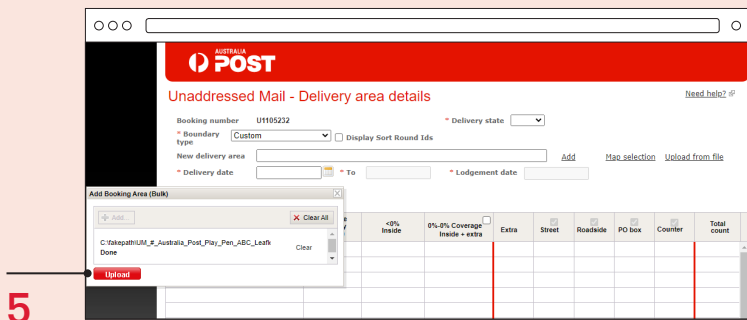
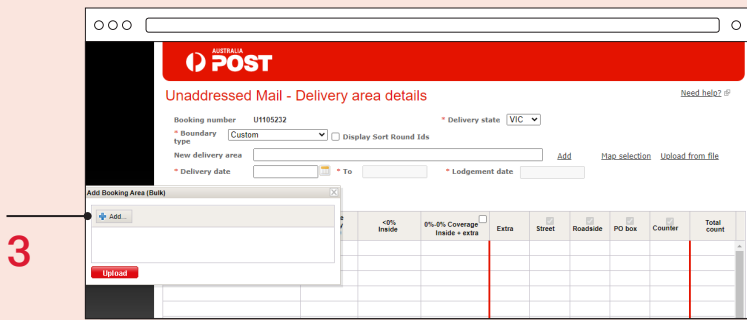
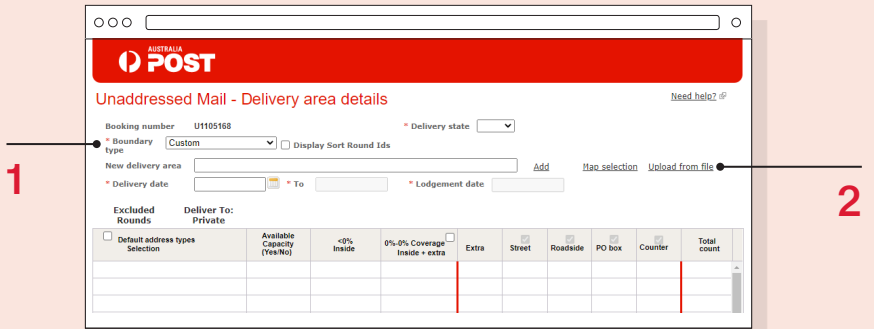
5

Click ‘Upload’.

6

All localities mapped in Campaign Targeter will now appear.

Please note, custom bookings can only be made via Campaign Targeter.



Making a booking *continued* ...

Enter your delivery details (continued)

3

If you are using a Campaign Targeter file, you can skip this step otherwise you'll now need to confirm which rounds and/or delivery points to include/exclude, if applicable.

- Unaddressed Mail is delivered by postal rounds. When a postcode or locality is selected, Australia Post identifies the postal round that best fits the area you have selected. Some postal rounds may cross into the nearby localities or postcodes.
- If your selected area does overlap, it will be automatically included if 80% of the area falls within your selection. If it is less than 20%, this forms part of the excluded rounds and can be selected to be included as an extra option, by checking the 20%–80% 'Coverage, Inside + Extra' box. This is referred to as the '80/20 Rule'. (Refer to image to the right.)
- Indicate if you wish to deliver to street, roadside, PO Box or counter by checking or unchecking the box for each selection.
- If you are using a Campaign Targeter file, any selections of delivery within the file will override any previously selected delivery options.
- Select 'Calculate'.

4

- You will now see the counts of the available delivery points (addresses).

1

In this example the customer has chosen to target the suburb Sampleville.

- Nominated suburb (locality)
- Postal round – 80% or more delivery points
- Postal round – 20% or less delivery points
- Postal round – 20-80% of delivery points

2

Making a booking *continued* ...

Viewing delivery areas on a map

1

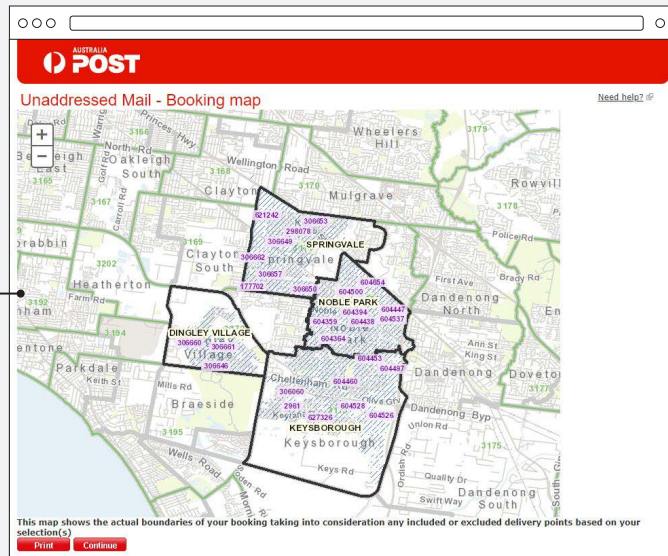
- By selecting 'Map' next to the locality name you will be able to see your delivery area on a map.

Default address types Selection	Available Capacity (Yes/No)	<20% Inside	20%-80% Coverage Inside + extra	Extra	Street	Roadside	PO box	Counter	Total count
Delete DINGLEY VILLAGE - 3172 Mail	No	0	0 + 0	0	0	0	0	0	0
Delete KEYSBOROUGH - 3173 Mail	Yes	0	0 + 0	0	2,871	0	0	0	2,871
Delete NOBLE PARK - 3174 Mail	Yes	0	0 + 0	0	1,439	0	0	0	1,439
Delete SPRINGVALE - 3171 Mail	Yes	0	0 + 0	0	6,543	0	0	0	6,543
TOTAL SELECTION					10,653	0	0	0	10,653

1

2

- The blue shading shows the delivery area.
- The delivery round identification numbers are in purple.
- Sometimes you may see red shading. This indicates postal rounds that are outside your selected boundary but will be delivered to. Refer to the 80/20 rule for more information (Step 3, point 2 on page 6).



Making a booking *continued* ...

Entering delivery details when full capacity is available

1

- After you have calculated your campaign and found there is full capacity available for your booking (green on the calendar) and you wish to proceed, select 'Next'.

Default address types Selection	Available Capacity (Yes/No)	<20% Inside	20%-80% Coverage Inside + extra	Extra	Street	Roadside	PO box	Counter	Total count
Delete KEYSBOROUGH - 3173 Mail	Yes	0	0 + 0	0	2,671	0	0	0	2,671
Delete NOBLE PARK - 3174 Mail	Yes	0	0 + 0	0	1,439	0	0	0	1,439
Delete SPRINGVALE - 3171 Mail	Yes	0	0 + 0	0	6,543	0	0	0	6,543
TOTAL SELECTION Mail overview		0	0	0	10,653	0	0	0	10,653

2

- You will be asked if you would like the booking documents sent via email.
- Select 'Yes' or 'No'.
- You'll also be able to view and download these documents as required, so it's not essential to have them emailed.

3

- You will receive a notification stating that your booking has been confirmed.

Making a booking *continued* ...

Entering delivery details when capacity *is not* fully available

1

- If there is limited capacity available for your booking (amber or red on the calendar), you can elect to continue with your booking and you will then be given several options (refer Step 2).
- Select 'Next'.

2

- A pop-up will appear showing how many points can be delivered to and how many cannot.
- You will be asked to select one of three options:
 - **Select another delivery date** when capacity for all rounds is available. If you select this option, you will return to Step 3 on page 6. Continue with steps 2 and 3.
 - **Continue with a partial booking** to proceed with booking whatever rounds are available in your desired delivery week and arrange for the remaining rounds to be delivered on the next available date, typically the following week. Follow Steps 1–3 on the next page.
 - **Cancel booking.** When you select this option, it will ask you twice – just in case you change your mind – and your booking will then be cancelled. You will be returned to the Booking Details screen.

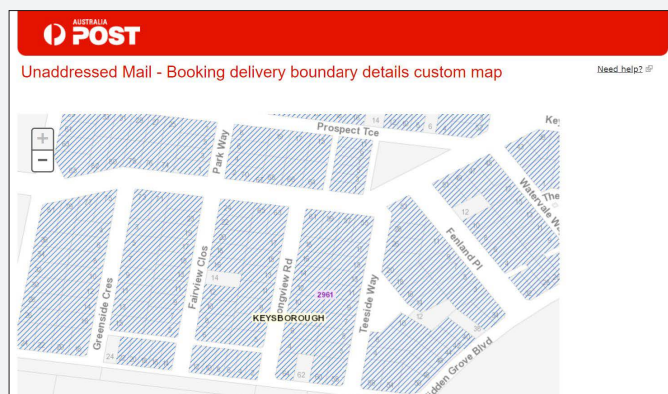
- By selecting 'Map' next to each Round ID number, you will be able to see the area the round covers (blue on the map) – you can even zoom in to see it by street.
- When you Select 'Map overview' you will see the undeliverable rounds on a map.

Default address types Selection	Available Capacity (Yes/No)	<20% Inside	20%-80% Coverage Inside + extra	Extra	Street	Roadside	PO box	Counter	Total count
Delete DINGLEY VILLAGE - 3172 Map	No	0	0 + 0	0	0	0	0	0	0
Delete KEYSBOROUGH - 3173 Map	Yes	0	0 + 0	0	2,671	0	0	0	2,671
Delete NOBLE PARK - 3174 Map	Yes	0	0 + 0	0	1,439	0	0	0	1,439
Delete SPRINGVALE - 3171 Map	Yes	0	0 + 0	0	6,543	0	0	0	6,543
TOTAL SELECTION Map overview		0	0	0	10,653	0	0	0	10,653

1

Round ID s	Delivery area s	Delivery point count s
2961	KEYSBOROUGH - 3173	1,283
604528	KEYSBOROUGH - 3173	1,388
604438	NOBLE PARK - 3174	1,439
621242	SPRINGVALE - 3171	846
177702	SPRINGVALE - 3171	1,216

2

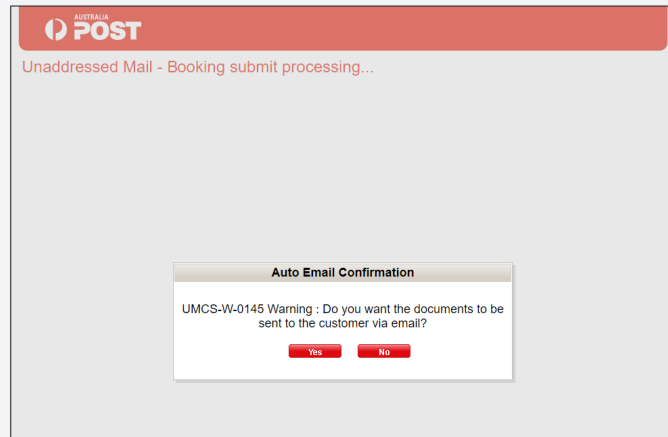


Making a booking *continued* ...

Entering delivery details when capacity *is not* fully available and you are continuing with a partial booking

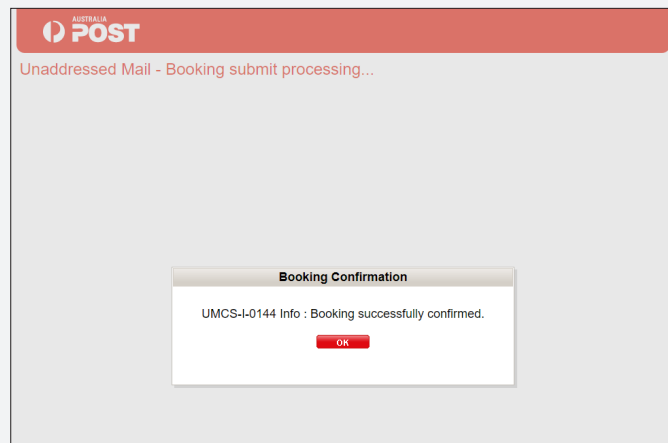
1

- Once you have selected to 'Continue with a partial booking' you will be asked whether you would like the booking documents to be emailed.
- Select 'Yes' or 'No'.



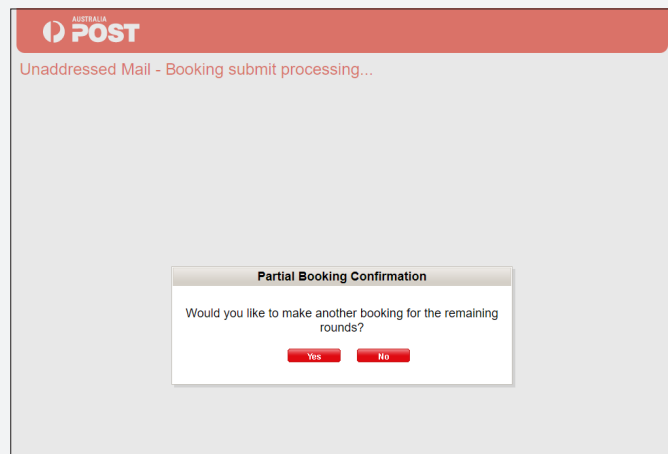
2

- Your booking for the available rounds will then be confirmed.
- Select 'OK'



3

- You will be asked whether you would like to make another booking for the remaining rounds.
- Select 'No' and nothing further will happen – you will not be mailing to the unavailable rounds.
- Select 'Yes' to proceed with booking the remaining rounds for the next available delivery week, typically this is the following week (instructions continued on next page).



Making a booking *continued* ...

Entering delivery details when capacity *is not* fully available and you are continuing with a partial booking (continued)

4

- You will be taken back to the Delivery area details screen.
- The remaining rounds will be visible in the table.
- It will say there are some rounds with '0'. These are the rounds that would have been included in your original booking.
- Select 'Calculate' and then 'Next'.
- A banner will appear asking you to remove the zero counts. Select 'Remove'.

Unaddressed Mail - Delivery area details

Booking number: U1104724 Delivery state: VIC

Boundary type: Locality

New delivery area: [Add] Map selection Upload from file

Delivery date: 20/02/2023 To: 24/02/2023 Lodgement date: 13/02/2023

Default address types Selection	Available Capacity (Yes/No)	<20% Inside	20%-80% Coverage Inside + extra	Extra	Street	Roadside	PO box	Counter	Total count
Delete DINGLEY VILLAGE - 3172 Map	No	0	0 + 0	0	0	0	0	0	0
Delete KEYSBOROUGH - 3173 Map	Yes	0	0 + 0	0	2,671	0	0	0	2,671
Delete NOBLE PARK - 3174 Map	Yes	0	0 + 0	0	1,439	0	0	0	1,439
Delete SPRINGVALE - 3171 Map	Yes	0	0 + 0	0	6,543	0	0	0	6,543
TOTAL SELECTION		0	0	0	10,653	0	0	0	10,653

Booking status: Quote (There are 1 notes about this booking)

Deliver no more than: [] Calculate

Cancel << Previous Next >>

5

- The zero counts will have disappeared.
- Review the delivery area details and select 'Next'.

Unaddressed Mail - Delivery area details

Booking number: U1104724 Delivery state: VIC

Boundary type: Locality

New delivery area: [Add] Map selection Upload from file

Delivery date: 20/02/2023 To: 24/02/2023 Lodgement date: 13/02/2023

Default address types Selection	Available Capacity (Yes/No)	<20% Inside	20%-80% Coverage Inside + extra	Extra	Street	Roadside	PO box	Counter	Total count
Delete KEYSBOROUGH - 3173 Map	Yes	0	0 + 0	0	2,671	0	0	0	2,671
Delete NOBLE PARK - 3174 Map	Yes	0	0 + 0	0	1,439	0	0	0	1,439
Delete SPRINGVALE - 3171 Map	Yes	0	0 + 0	0	6,543	0	0	0	6,543
TOTAL SELECTION		0	0	0	10,653	0	0	0	10,653

Booking status: Quote (There are 1 notes about this booking)

Deliver no more than: [] Calculate

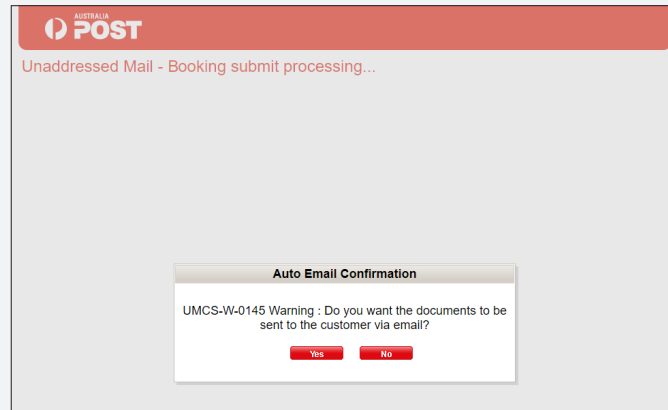
Cancel << Previous Next >>

Making a booking *continued* ...

Entering delivery details when capacity *is not* fully available and you are continuing with a partial booking (continued)

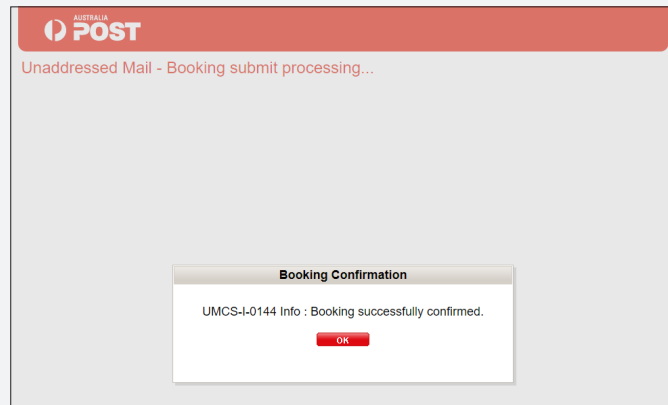
6

- You will then be asked if you would like the booking documents sent via email.
- Select 'Yes' or 'No'.



7

- You will receive a notification stating that your booking has been confirmed.

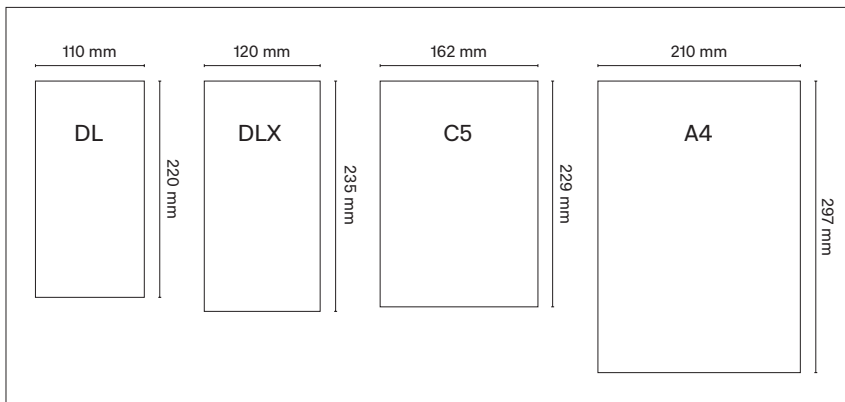


Making a booking *continued* ...

Calculate costs and submit

1

- Choose from two rates:
 - UM Political mail (U91): select for all articles up to 50g which are no larger than standard size A4.
 - Unaddressed Mail (U16): select for articles weighing over 50g and up to A4 in size.

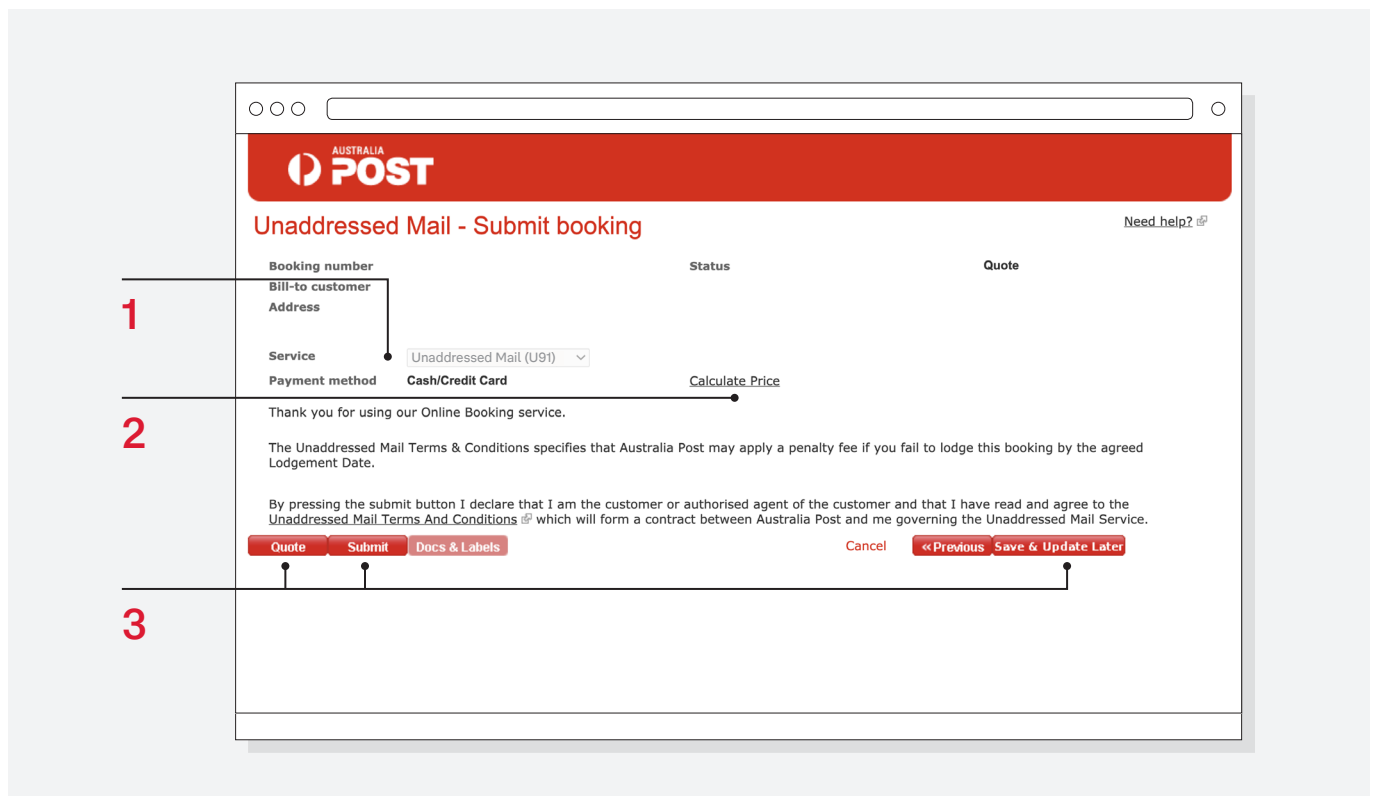


2

- Select 'Calculate Price' to view the total cost.

3

- Choose from three options:
 - Select 'Quote' to obtain a PDF quote (valid for 24 hours).
 - Save and update later.⁵
 - Submit Booking Request.
- Once your booking is submitted, you'll receive on-screen confirmation and you can then select the 'Docs & Labels' to download your documentation.
- Any Premium bookings will have a P in front of the booking number.
- If you want your booking documents emailed to you, just follow the prompts.



Searching and confirming a booking

1

- You can search for a booking by entering the booking number. If you don't know your booking number you can search for your booking by entering three of the following: the charge account number, status, booked date, publication name or special remark.

2

- Select 'Search'.

3

- To confirm a previously created and saved booking, select 'Modify'.
 - This will take you to the General details page.
- You can then select 'Next'.
- You will come to the Delivery area details page.
- Do not select 'Calculate'** as your booking may be impacted by the capacity settings.* Capacity is held for 24 hours when your booking is in quote status. If you recalculate it,

the system may release the held rounds and subject your booking to capacity limits.

- Select 'Next'.
- Continue to the Submit booking page and select 'Submit'.

* Please note that the capacity settings do not apply to bookings related to federal, state or local government elections, during election periods

Copying a booking

Our system will not allow you to copy electorate or local government area bookings. If you attempt to, you will receive an error message.

You can copy an existing Postcode or Locality booking if the details are the same.

- Search for a previous booking by following steps 1–2 above.

1

- Select 'Copy'. This will create a new booking with a new booking number and the copied booking details. You can now make any required changes.

2

- Click 'Next' to go to the Delivery Area Details where you need to select your delivery date and recalculate your delivery points.
- Then go to the Submit Booking page and submit your booking.

Modifying a confirmed booking

- You can modify a booking up to 10 business days prior to the delivery week.
- To modify a booking, search for the booking and select 'Modify'.
- Update the required details and select 'Calculate' then 'Next'.
- You can then submit your revised booking.

Failure to lodge on the nominated date will result in a 'No Show' charge being applied. For further information regarding these charges please refer to the website.

The screenshot shows the 'Unaddressed Mail - Booking search' page. At the top is the Australia Post logo. Below it are search filters including Delivery state, Customer name, Booking number, Lodgement period, Delivery period, Booked date, Publication name, and Special remark. There are also fields for Charge account and Status. A 'Find' button is next to the Customer name field. Below the filters is a table with columns: Select, Customer name, Publication, Req/Lodged Date, Delivery Date, Booking No., Booked Date, and Status. The table currently shows 'No data'. At the bottom, there is a navigation bar with buttons: Menu, Copy, Modify (circled in red), View, Docs & Labels, and Cancel booking.

Cancelling a booking

If you decide not to lodge your confirmed booking, you'll need to cancel it. You can only cancel confirmed bookings, you can't cancel quotes.

- Search for your booking number and select 'Cancel Booking'.
- Enter a reason.
- Select 'Cancel Booking'.
- Your booking status will now change to 'cancelled'.
- Bookings can be cancelled up to one business day prior to lodgement. Refer to your Booking Confirmation documentation for the booked Lodgement Date.
- 'No Show' bookings that are not cancelled at least one business day prior will incur a fee.
 - For information on these charges please refer to the website.

This screenshot is identical to the one above, showing the 'Unaddressed Mail - Booking search' page. In this version, the 'Cancel booking' button in the bottom right corner of the navigation bar is circled in red.

Preparing your mail

Print lodgement documents and labels

1

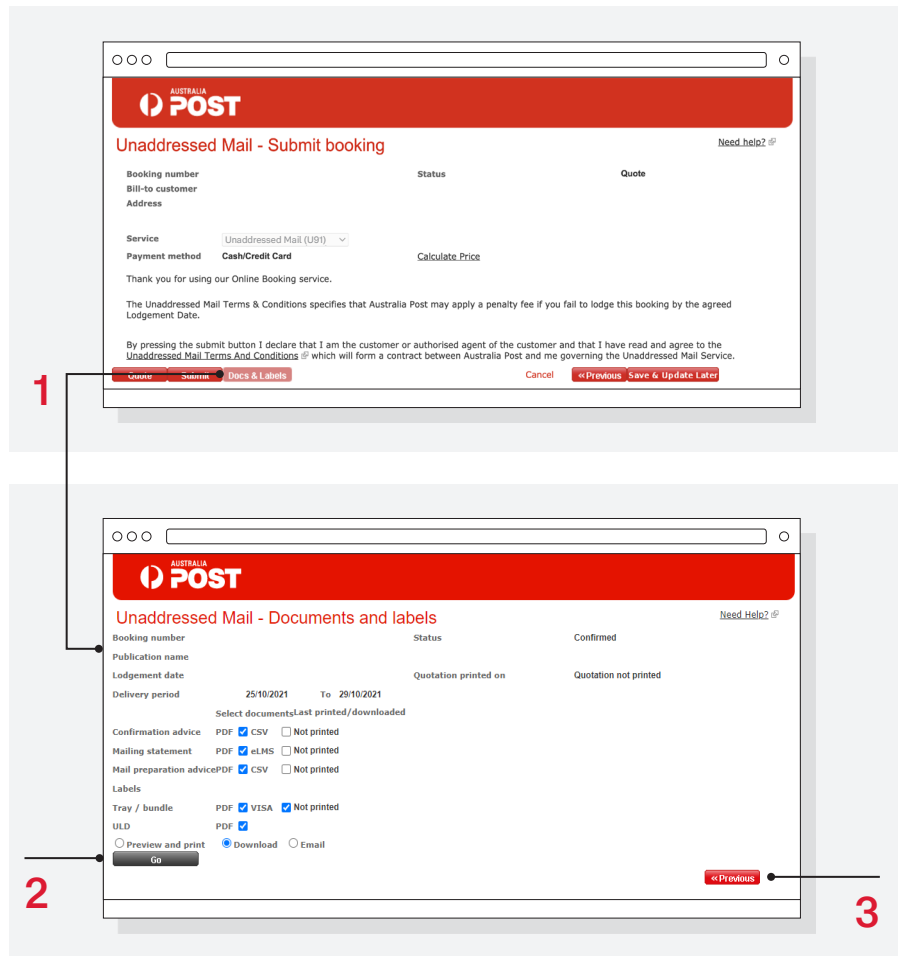
- Select the 'Docs and Labels' tab on the Submit Booking screen to access your booking documents and labels.
- Select documents in PDF or .csv format.

2

- Select to preview, download, or email your documents for lodgement, and click 'Go'. You can download and print your documents as many times as required.

3

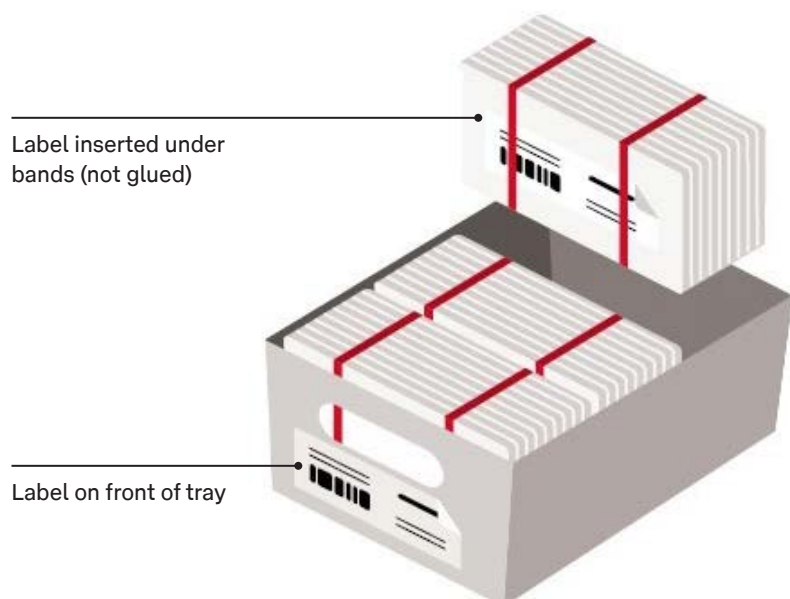
- Select 'Previous' to return to the 'Submit booking' page. Then, select 'Cancel' to return to the booking page.



Labelling, bundling and sorting

- Label and bundle all articles, and
- Refer to Section 4 of the **Unaddressed Mail service guide**.
- The bundles need to be put into Australia Post trays which can be obtained from the Post Office or lodgement point.
- Firmly fix labels on the front of each tray and bundle within each tray. Each bundle should be secured with two rubber bands, in quantities of 50 or 100 articles.

Check the Mail Preparation Advice for details, included in your booking confirmation documentation. Trays are available from your nominated lodgement point.



Lodging your mail

You can lodge with e-LMS or by taking it to your chosen lodgement point.

Gather all of your booking documentation:

- Booking confirmation advice.
- Signed Unaddressed Mail lodgement document.
- A copy of the Unaddressed Mail preparation advice.
- An unsealed sample of your Unaddressed Mail article.

- Your booking can be modified up to three business days prior and cancellations can be made up to one business day.

Important: Lodge your mail on the nominated time and date at the confirmed lodgement point as noted on your Booking Confirmation Advice.⁶

- Failure to lodge on the nominated date will result in a 'No Show' charge being applied.
 - For further information regarding 'No Show' charges please refer to the website.

If you require assistance, email ums@auspost.com.au or phone 1300 223 571.



- ¹ For community notices only. 'Community notices' means articles lodged by, or under the authority of, local, state or federal governments or their agencies, political organisations, religious or educational institutions, or charitable bodies [including benevolent and welfare societies].
- ² By ticking 'Yes' to Early Delivery Accepted, you authorise the relevant delivery facility to commence delivery, if possible, in the week prior to the booked delivery start date.
- ³ Please note, Australia Post does not guarantee delivery to exact electorates boundaries.
- ⁴ Please note, there are no delivery maps for Electorates available. If you have selected Postcode or Locality delivery points, you are able to view a map on the "map selection" link.
- ⁵ Your booking will remain in quote status until you submit it. See guidance on modifying your booking: Page 15 of Unaddressed Mail Online User Guide.
- ⁶ This date has been selected to ensure your lodgement is processed and delivered in time. If your booking is lodged late, No Show fees will apply. If your delivery requirements change, get in touch with the Unaddressed Mail service team a minimum of three business days prior to the lodgement dates, to ensure new documentation is sent.



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